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FOR IMMEDIATE RELEASE



CycleBar Rides into Somerville on July 19

*Premium Indoor Cycling Studio Offers Unique Fitness Experience;
Hosts One Week of Free Rides to Celebrate Opening*

SOMERVILLE, Massachusetts – [CycleBar](#), the first and only premier indoor cycling franchise, is opening at Assembly Row in Somerville on July 19 and will offer a fun and inspiring low-impact/high-intensity cycling experience for all ages and body types. No matter where people are in their fitness journey, the CycleBar class experience promises to calm minds, elevate moods and revive senses by providing the ride of a lifetime in an exhilarating state-of-the-art CycleTheatre®.

Called CycleBar Assembly Row, the Somerville studio, located at 387 Revolution Drive, will celebrate its grand opening with free rides from July 19 through July 25, to give the Boston area an opportunity to become familiar with the CycleBar experience.

For a limited time prior to opening its doors, CycleBar Assembly Row will also offer a Founders membership that provides new riders special pricing for the length of their membership.

The boutique fitness franchise offers the ultimate indoor cycling experience. With concierge-level service and premium amenities, CycleBar promises a completely immersive experience. Instructors known as CycleStars preside over three CycleBar core class formats – Classic, Connect, and Performance – which are designed to give riders of all fitness levels a unique and exhilarating experience. Using enhanced mood lighting and CycleBeats, proprietary CycleBar playlists that are sent to and can be downloaded by riders after class, CycleStars encourage riders to keep pedaling while performance data known as CycleStats can be monitored on massive flat screen TV's located in the front of the CycleTheatre.

CycleBar Assembly Row is owned and operated by husband-and-wife team Jeff and Brooke Bass who will oversee a theater-style indoor cycling studio that holds up to 48 top-of-the line, premium Schwinn bikes that are customized specifically for CycleBar.

The studio offers pay-per-class, class packs and auto-renewable memberships. Riders will enjoy complimentary shoe rental, filtered water, towels, showers and lockers.

“We couldn’t be more excited to bring CycleBar to Somerville,” said Jeff Bass. “We’re committed to offering the community concierge-level services and exhilarating experiences that go far beyond any other workout. We encourage everyone to come experience what CycleBar has to offer during our one week free ride period to so they can see what it’s really like to Rock Your Ride.”

A former software engineer, Jeff Bass began cycling about five years ago and fell in love with the mental and physical benefits of his new fitness regime. Because cycling became such an important part of his life, Jeff decided to open a new Cyclebar to spread the benefits of cycling and share his passion for this particular form of physical fitness.

For more information about CycleBar of Somerville and to sign up for classes, visit [CycleBar Assembly Row](#).

ABOUT CYCLEBAR:

CycleBar is the first and only premier indoor cycling franchise with over 125 locations currently open and 180 studios slated to open by the end of the year. Founded in 2004, the Costa Mesa-based fitness franchise offers a multisensory experience, including amazing music, energy-enhancing video graphics and rider-specific performance data in a state-of-the-art CycleTheatre®. As the only boutique indoor cycling franchise available to date, CycleBar offers attractive opportunities in a fast-growing company and strong consumer demand. For more information about CycleBar, visit www.cyclebar.com

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